

Resisting Disinformation: How Not to Misinform

LWV OF MICHIGAN



Misinformation vs. Disinformation

--False or otherwise misleading information--

Disinformation:

Created and shared on purpose for:

- Politics
- Pranks
- Money

Misinformation

Shared unwittingly to:

- Affirm one's affiliation ("tribe")
- Affirm one's identity



7 TYPES OF MIS- & DISINFORMATION



Satire or parody

No intention to cause harm but has potential to fool.



Misleading content

Misleading use of information to frame an issue or individual.



Imposter content

When genuine sources are impersonated.



Fabricated content

New content that is 100% false, made to deceive and do harm.



False connection

When headlines, visuals or captions don't support the content.



False context

When genuine content is shared with false contextual information.



Manipulated content

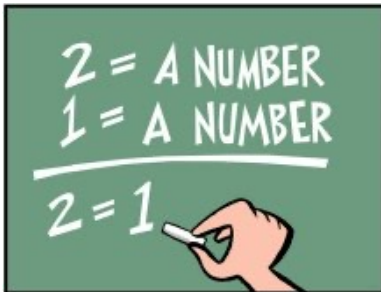
When genuine information or imagery is manipulated to deceive.

LOW



HIGH

Disinformation Tactics



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Half-truths

Biased narratives

Misleading argument

Logical fallacy

Lack of context

Conspiracies

Appeals to hatred or stereotypes

Outdated information

What Makes Misinformation Stick?

- Matches Our Biases/Fears
- Appeals to Emotions
- Offers Easy Answers
- Repeats—Again & Again



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Strategies for Action

When in doubt: DO NOT ENGAGE!

If you engage:

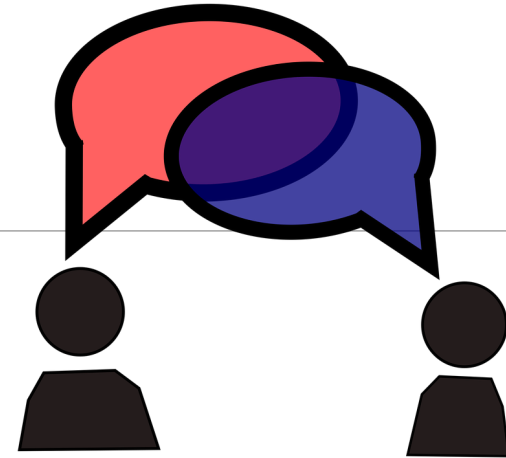
--Structured Conversations

--Counter Messaging



Structured Conversations

1. Listen to understand beliefs
2. Affirm common values
3. Explain motives--politics, pranks, profit
4. Share how you got to your conclusions
5. Provide “Truth Sandwich”
6. Affirm relationship



Counter Messaging



@Georgelakoff

<http://bit.ly/2LXk8Jl>

Resources & Thanks

- League of Women Voters: [Misinformation Guide](#)

- Office of the US Surgeon General: [Misinformation Toolkit](#)
- Union of Concerned Scientists: [Countering Disinformation in Your Community](#)
- George Mason University: [Debunking Handbook 2020](#)
- [News Literacy Project](#)
- Progress Michigan trainings: request at www.progressmichigan.org



Ready to Resist?

